



KNXV

ORDER

Print Date 08/23/12 Page 1 of 2

Flight Dates 08/27/12-08/28/12

Contract / Revision 308995 /
Original Date / Revision 08/23/12 08/23/12
Advertiser Friends of the Majority
Agency Multi Media Services Corpor
Buying Contact
915 King Street - 2nd Floor
Alexandria, VA 22314

Product
Friends of the Majority
Agency Com 15%
Billing Contact
915 King Street - 2nd Floor
Alexandria, VA 22314
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 58500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	14%	8190
KPNX	20%	11700
KPPX	%	0
KSAZ	23%	13455
KTVK	23%	13455
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$9,945.00	\$11,700.00	0.00	08/27/12	08/28/12	19	\$9,945.00	\$11,700.00
Totals	19	\$9,945.00	\$11,700.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	08/27/12	08/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MT-----	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 08/27/12	09/02/12	MT-----		4									
N 2	KNXV	08/27/12	08/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 08/27/12	09/02/12	MT-----		4									
N 3	KNXV	08/27/12	08/27/12		CM	5pm-530pm	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00



KNXV

KNXV-TV
PHOENIX

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Contract / Revision 308995 Flight Dates **08/27/12-08/28/12**Hiatus Dates

Original Date / Revision 08/23/12 / 08/23/12

Order Sep 00:20:00Advertiser **Friends of the Majority**Product **Friends of the Majority**Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 5pm-530pm												
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M-----		1	\$900.00			0.00						
N 4	KNXV	08/27/12	08/27/12	M-F 6pm-630pm	CM	6pm-630pm		:30	2	\$1,000.00	P-2	0.00	NM		2	\$2,000.00
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M-----		2	\$1,000.00			0.00						
N 5	KNXV	08/27/12	08/27/12	M-F 630pm-7pm	CM	630pm-7pm		:30	1	\$1,200.00	P-3	0.00	NM		1	\$1,200.00
				M-F 630pm-7pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M-----		1	\$1,200.00			0.00						
N 6	KNXV	08/27/12	08/27/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	M-----	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M-----		1	\$500.00			0.00						
N 7	KNXV	08/27/12	08/28/12	M-F 5-6am	CM	5am-6am	MT-----	:30	4	\$175.00	P-2	0.00	NM		4	\$700.00
				M-F 5-6am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	MT-----		4	\$175.00			0.00						
N 8	KNXV	08/27/12	08/27/12	M-F 10-1035pm	CM	10pm-1035pm	M-----	:30	2	\$1,200.00	P-2	0.00	NM		2	\$2,400.00
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M-----		2	\$1,200.00			0.00						
													Totals	19	\$11,700.00	